



# NEWSLETTER

Support Alliance For Emergency Readiness

CREATING A **SAFER** SANTA ROSA

[www.safersantarosa.org](http://www.safersantarosa.org)

12 March 2012

No act of kindness, no matter how small, is ever wasted. - Aesop

## NEEDS, REQUESTS, DONATIONS

*We can do no great things -- only small things with great love. --Mother Teresa*

### DISASTER VOLUNTEERS NEEDED!

If you are a new volunteer, thinking about volunteering or wondering just what the Red Cross does in a disaster, this class is for you. You will learn Red Cross fundamentals as well as how our Chapter operates and what volunteer positions are available.

This class is open both volunteers and non-volunteers!

**When: Saturday March 17th**

**Time: 9:00am**

**Location: Pensacola Office**

**222 N. Baylen Street, Pensacola, FL 32502**

### OTHER REQUESTS

I need your RSVPs for the Annual meeting! The meeting will be held April 24<sup>th</sup> at 1130am (lunch provided) at St. Ann's Catholic Church in Gulf Breeze. Over 35 already signed up!

If you have a door prize to offer, let me know!

## INFORMATION

*When you cease to make a contribution you begin to die. - Eleanor Roosevelt*

### FLOOD AWARENESS WEEK

#### ***Flood Safety Awareness Week***

Floodwaters can be swift, powerful and deadly. To encourage individuals, families and businesses to learn more about the many ways floods can occur, the hazards associated with floods, and what they can do to save life and property, the board of commissioners will recognize March 12-16 as Flood Safety Awareness Week in Santa Rosa County. Residents are encouraged to visit [www.santarosa.fl.gov](http://www.santarosa.fl.gov) or follow us on twitter [@SRCBOCC](https://twitter.com/SRCBOCC) for daily flood safety facts and tips.

According to the National Weather Service, flooding causes more damage in the United States than any other severe weather related event, an average of \$5 billion a year. Flooding is a serious concern in Florida since it can happen anywhere and at any time. Effects from flooding can be localized, impacting just a few streets, or very large, affecting multiple cities, counties and even whole states. Most flooding related deaths in the United States are due to people driving cars into flooded areas. Once a vehicle begins to float, the situation for its occupants becomes dangerous and often deadly. Some basic flood safety tips include:

- If flooding occurs, move to higher ground immediately.

- Do not allow children to play near high water, including storm drains or ditches. Hidden dangers often lie beneath the water.
- Flooded roads often have significant damage hidden by floodwaters. Road beds may be washed out under flood waters. Never drive through flooded roadways. Turn around, don't drown!
- Do not camp or park your vehicle along streams or washes, particularly when threatening weather conditions exist.
- Be especially cautious at night when it is harder to recognize flood dangers.

Being prepared for a flood will not only help keep families safe, it also helps to minimize damage and reduces the cost of recovery. There are five simple rules to flood preparedness:

### 1. **Know your risk of flooding**

Enter your address in GoMaps found at [www.santarosa.fl.gov/gis](http://www.santarosa.fl.gov/gis) and select the "flood zone" map layer, contact Karen Thornhill, Floodplain Manager at [karent@santarosa.fl.gov](mailto:karent@santarosa.fl.gov) or (850)981-7029, or access the FEMA Map Service Center at <https://msc.fema.gov>.

Look at the "Turn Around don't drown" video on this site <http://www.flash.org/video.php?id=19> because it covers a wide variety of info not just driving and [http://www.fema.gov/medialibrary/media\\_records/7566](http://www.fema.gov/medialibrary/media_records/7566)

### 2. **Get the right insurance**

Just a few inches of water from a flood can cause tens of thousands of dollars in damage. Talk to your insurance agent to see if you need additional coverage. The National Flood Insurance Program can help protect you financially if you need flood insurance. However, many are unaware that they qualify or that affordable flood insurance is available.

Businesses, homes and apartments, both owners and renters, can be insured for contents only, property only, or both. Visit [www.FloodSmart.gov](http://www.FloodSmart.gov) or [http://www.floodsmart.gov/floodsmart/pages/videos/video\\_index.jsp?videoType=commercials](http://www.floodsmart.gov/floodsmart/pages/videos/video_index.jsp?videoType=commercials) or [http://www.fema.gov/medialibrary/media\\_records/570](http://www.fema.gov/medialibrary/media_records/570) for more information.

### 3. **Get a kit**

Create an emergency kit for home, work and auto to include three to five days of supply of water and non-perishable food, NOAA weather radio with battery back up, tools, maps, whistle, flashlight, batteries, medical supplies, bedding, clothing, pet supplies, infant items, special needs supplies, copies of important documents (insurance, driver's license, deeds, birth and marriage certificates, tax records) in a water proof container. Visit [www.santarosa.fl.gov/emergency](http://www.santarosa.fl.gov/emergency) or [ready.gov](http://ready.gov) or [http://www.fema.gov/medialibrary/media\\_records/727](http://www.fema.gov/medialibrary/media_records/727) for more information.

### 4. **Make a plan**

Create an emergency flood plan with your family and co-workers. Decide where you will meet if separated. Designate one person as an out-of-state contact everyone will call. Check emergency plans already in place for family members' school and work. Make a plan for pets and livestock. Visit [www.santarosa.fl.gov/emergency](http://www.santarosa.fl.gov/emergency) or [ready.gov](http://ready.gov) or [http://www.fema.gov/medialibrary/media\\_records/7046](http://www.fema.gov/medialibrary/media_records/7046) for more information.

### 5. **Stay informed**

Anywhere it rains flash flooding and major flooding can happen- any time. Listen to weather watches and warnings with a NOAA weather radio or your local media. Know the weather terms and what each means:

- Flood Watch- Flooding is possible in your area. Stay tuned to NOAA weather radio.
- Flood Warning- Flooding is occurring or will occur soon. Be ready to evacuate.
- Flash Flood Watch- Flash flooding is possible. Be ready to seek to higher ground.
- Flash Flood Warning- Flash flooding is occurring. Seek higher ground. When driving, remember to "turn around, don't drown!"

In any emergency, always listen to the instructions given by local emergency management officials. For more information on how to stay informed, visit

### **FAMILY PROMISE SPRING SALE**

Saturday, March 24, 2012  
8:00am-2:00pm  
Milton storage center  
6065 vanity fair road  
Milton, fl 32570

Free Admission Open to the Public  
Cash and Local Check Accepted  
For More Information Call 850-623-5300



2012\_SpringSaleFlyer.pdf

### **MOE'S SEAT CHECK EVENT FLYER**

Saturday March, 31st from 11am – 2pm  
Have your child's car seat inspected for **FREE**  
by certified technicians!!!  
Games, raffles, prizes, local vendors, and MORE!



PDF Moe's Seat  
Check Event March 21

### **TOWN AND COUNTRY AFFORDABLE COTTAGES VACANCY AVAILABLE FOR MARCH, 2012**

**FOR IMMEDIATE OCCUPANCY:** Please inform you staff and clients that the **Town and Country Affordable Cottages** has two vacant cottages that have now been renovated and are ready for immediate occupancy. All utilities paid, cable TV, fully furnished and NO CASH DEPOSITS REQUIRED, NO CREDIT CHECK  
Single occupancy only \$500.00/Double occupancy only \$600.00 a month.

Remember, we have hauling trailers and men available to assist someone in moving into **the Cottages** and we can provide some storage of their personal furniture/household items at the **FaithWorks WareHouse**.

For more information and to make a referral, call 850-832-3014. The area code "850" must be used.

PS-Thanks for all your **Affordable AutoWorks** referrals. After operating for only three weeks, we have managed over 73 vehicle repair appointments, helping local people repair their vehicles, maintain their jobs and keep their doctor/attorney/agency appointments, on time. Average cost of repairs---less than \$75.00. Keep those **Affordable AutoWorks** referrals coming and keep those experienced mechanics busy.

PSS-We have some beautiful, almost brand new, full size sleeper sofas on sale for \$99.00 and lovely fabric wooden chairs for \$25.00 each/4 chairs for \$89.00 from **FurnitureWorks**, along with other unique, repurposed furniture at the **Homeless Handyman Repair Workshop** located in the **FaithWorks WareHouse** at 2370 North Palafox Street (between Bobe and Yonge Streets). Come see how we are repurposing people, places and things !!! Open daily (except Sunday). Recycle used Lamar Advertising billboard material that have been cut and sewn into large beach bags/tote bags/kitchen aprons/ponchos/tarps from **ReWrks!** while visiting the **FaithWorks Warehouse**.

### **POWER UP ENERGY EXPO IS COMING TO PENSACOLA BEACH, FL**

See the attached flyer about Power Up Energy Expo (March 19-20) and Military Day (March 21). The event will be held at the Pensacola Beach Hilton. Learn more at:  
[www.PowerUpEnergyExpo.com](http://www.PowerUpEnergyExpo.com)



2012\_PowerUp\_military.pdf

Power Up is just \$50 for Government Employees and Military personnel with valid CAC or Military ID. Military Day is free for Military and Gulf Coast Energy Network, but RSVP is required.

## **MONTHLY FEMA PREPAREDNESS UPDATE**

### ***March FEMA Monthly Preparedness Update***

**Tuesday, March 13th**

**3:00 p.m. ET (2:00 CT/1:00 MT/Noon PT)**

#### **Register/Log in**

Register [HERE](#) if this is your **first time joining** a webinar in the Community Preparedness Webinar Series.

Log in [HERE](#) if you have already registered for this webinar, have registered for a previous webinar, or if you're a HSIN.gov user.

#### **This month's call will feature:**

#### **How to Engage Faith-Based Organizations in Your Community in Emergency Management:**

- David L. Maack of Racine County, Wisconsin Emergency Management will discuss engaging faith-based organizations in planning and recovery.
- Sherry Capers, of Miami-Dade County Emergency Management will discuss capacity building with faith-based organizations and meeting the needs of those that serve diverse and hard-to-reach populations.

**Get Ready for National Preparedness Month 2012:** The Ready Campaign will discuss plans for the next National Preparedness Month in September.

NOTE: Before [participating on the call](#), you must [register](#) for the event. If you've already registered with the Community Preparedness Webinar Series please use [this link](#) to log in on the day of the webinar. If you have any questions regarding the call, please contact [ready@fema.gov](mailto:ready@fema.gov).

## **SURVIVING DISASTER: A NEW PBS DOCUMENTARY**

There is something about good TV that captures the brain's attention and doesn't let it go. No matter how many people I interview, I just can't do what TV can do. So I wanted to let you know about a PBS documentary that's airing this month, based in part on *The Unthinkable*.

*Surviving Disaster* deconstructs how the brain responds to life-or-death events--so that we can all learn to do better. The documentary includes many characters from my book, in addition to other survivors of all kinds of trauma, from tsunamis to car crashes.

One young survivor, whom the show's producers found all on their own, describes in unflinching detail exactly what it felt like to get out of a house fire as a little girl in Texas. It is the kind of story you will never forget once you see it, and it is told with a purpose--to help the rest of us become smarter and stronger in our own homes and communities.

PBS affiliates are showing *Surviving Disaster* at different times, depending on where you live. A handful of the air dates/locations are listed below, and you can find other towns [here](#).

Meanwhile, I am finishing up my second book, *Where the Smart Kids Are*, due out in February 2013--another adventure that has changed how I think about our country's resilience. But more on that some other time. *Please check local listings or [Surviving Disaster](#) for more locations and times.*

Amanda Ripley [www.amandaripley.com](http://www.amandaripley.com)

## **FRAUD ALERT!**

A new phone scam is on the rise. Beware of harassing and threatening phone calls from the same number, beginning with a (512) area code. The caller has been described as a man who claims to be an attorney or a legal service representative hired to "collect" on an outstanding loan or debt that the victim does not owe.

The caller may phone multiple times throughout the day at a person's place of employment, at home and on their cell phone. He threatens arrest if the "loan" is not repaid immediately via a credit card or wire transfer and to bring a lawsuit against the victim's name and social security number. He threatens to garner the victim's wages or notify the victim's employer and to file a warrant against the victim for "bank fraud". The caller uses government names such as the "Federal Trade Commission", "Federal Bureau of Investigation" and the **phony name** of "Federal Department of Crime and Prevention".

The Sheriff's Office reminds consumers that they should not be pressured into paying debt they don't remember owing. Legitimate debt collectors must provide consumers with both written information about the debt and instructions for protecting themselves if they don't think they owe the debt. *You are also urged to be cautious when inquiring, applying for or obtaining online payday loans.*

To file a complaint against a debt collector – real or fake – contact the Florida Office of the Attorney General at [www.myfloridalegal.com](http://www.myfloridalegal.com), or visit the Federal Trade Commission's website at [www.ftc.gov](http://www.ftc.gov) to learn more about fake debt collectors and how to protect your self.

### **SHERO WARRIOR NIGHT AT THE CIVIC CENTER**

Our Monument to Women Veterans Foundation (MWV) is celebrating National Women's History Month with the kick-off of our first big fundraising event "*Shero Warrior Night*" at the Pensacola Civic Center on March 9th. Please plan to join us in recognizing the Women of our Armed Forces.

The Pensacola Ice Flyers and Dove Chocolate are partnering with us in hopes of contributing over \$10,000 to jump-start our fundraising efforts. The Ice Flyers are donating \$5 from each ticket we sell for the March 9th Hockey game to the MWV Foundation. These are regular \$20 center-ice seats that we can sell for \$15 and receive \$5 per ticket sold. And before the game, Dove chocolate is hosting a fabulous Chocolate Extravaganza with Chocolate BBQ Chicken, Salad with chocolate fig and chocolate raspberry dressings, chocolate mousse, chocolate brownies, chocolate martinis and the ever-popular chocolate fountain for \$35. You can do it all and save \$10 when you purchase one of our VIP tickets for \$50 that includes the Chocolate Extravaganza AND the hockey game!

Please review the attached information, and forward the flyer to your friends and associates as we would like to enlist the support of as many folks as possible. You may print copies of the flyer to post at your office or wherever you are able and if you would like some tickets to sell be sure to let me know.

We appreciate your support for the work of the Monument to Women Veterans Foundation and the millions of women who have served our country. Hope to see you at the Civic Center on Friday, March 9th.

Sincerely,  
Jan Wilson  
850-341-1399



MWV\_warriornightfly  
er2.pdf



All about MONUMENT  
TO WOMEN VETERAN



March 5 Press  
Release.docx

### **ROAD RANGERS - A FREE SERVICE**

Helpful to know on the road.

[http://www.dot.state.fl.us/trafficoperations/Traf\\_Incident/rangers/rdranger.shtm](http://www.dot.state.fl.us/trafficoperations/Traf_Incident/rangers/rdranger.shtm)

Dial \*FHP (\*347) for road ranger dispatch

### **DISASTER RECOVERY TIP #10: SOCIAL MEDIA AND DISASTER RECOVERY**

#tornadoes

Tornadoes tore through Kentucky, Indiana and Tennessee this past weekend, killing at least 39 people and splintering communities, homes and businesses. Agility is currently responding to three disaster declarations in West Liberty, KY – a town that was virtually leveled Friday afternoon.



The storms took innocent lives and thrashed the conveniences of modern day life. Cellphone signals were hard to find, Internet was out and electricity indefinitely interrupted. At times like these, individuals are forced to use alternative methods to communicate with one another.

Social media outlets like [facebook](#) and [twitter](#) have proven to be a go-to source for news and updates following a disaster. These online communities provide businesses with the unique opportunity to share information rapidly with a large audience. To learn how to effectively integrate social media into your organization's disaster recovery plan, join Agility for a [free webinar](#) on March 14th.

**Social Media and Disaster Recovery**  
**Wednesday, March 14 - 2:00 p.m. EST**  
**[Click here to Register](#)**

Be on the lookout for next week's Disaster Recovery tip from Agility. If you have additional questions or would like to talk with a recovery professional about your business continuity needs visit [www.agilityrecovery.com](http://www.agilityrecovery.com) or call 866-364-9696

**SHARING OF INFORMATION RELATED TO CAREGIVING / FAMILY CAREGIVERS**  
**2012 Veterans Expo**

Congressman Jeff Miller cordially invites you to participate in this expo to answer any Veteran Benefits questions you may have. Federal, State, non-profit, and for-profit agencies and organizations will be present that have a dedicated Veteran Component.

Pensacola ~ Wednesday, April 18<sup>th</sup> 8:00 a.m. to 12:00 noon  
Pensacola State College Campus WSRE Amos Auditorium  
1000 College Boulevard Pensacola, FL 32504

Ft. Walton ~ Wednesday, May 23<sup>rd</sup> 8:00 a.m. to 12:00 noon  
Northwest Florida Fairgrounds. 1958 Lewis Turner Boulevard  
Fort Walton Beach, FL 32547

**CAREGIVER SUPPORT GROUP MEETINGS ~ Still meeting monthly**

FREE to ATTEND - County of Residence is NOT a requirement

Pensacola ~ 6:00 p.m. ~ Last Thursday Monthly at COAWFLA , 875 Royce Street ~ Next Meeting is March 29<sup>th</sup>. Refreshments and Door Prizes provided each month by various community resources.

Sight & Sun Eyeworks / Panhandle Vision Institute 5101 N Davis Highway Pensacola, FL 32503 will be providing the refreshments and door prizes for the March meeting.

Milton ~ 6:00 p.m. ~ First Thursday Monthly at *St. Rose of Lima Catholic Church, 6451 Park Avenue*. Next Meeting is April 5<sup>th</sup>. Refreshments and Door Prizes for this group are provided monthly by various community resources ~ for

Century ~ 6:00 p.m. ~ The third Thursday of each month at Century Care Center, 6020 Industrial Blvd. Next Meeting is March 15<sup>th</sup>.

*Refreshments and Door Prizes for this group are again being provided monthly by Covenant Hospice.*

**GRANDPARENTS RAISING GRANDCHILDREN AND OTHER RELATIVES**

The agency has two Caregiver Support Groups for **Grandparents Raising Grandchildren** and other relatives raising relative children that meet Monthly ~ County of Residence is not a requirement to attend either or both:

~ Second Thursdays Monthly 6:00 P.M. at Homewood Suites by Hilton 5049 Corporate Woods Drive Pensacola, FL 32504

FREE Dinner beginning at 5:30 P.M. Child Care Provided FREE on-site.

Reservations requested by calling 850-432-1475. Next Meeting is March 8<sup>th</sup>.

~ 4<sup>th</sup> Tuesdays Monthly 6:00 P.M. at Oriole Beach Elementary School 1260 Oriole Beach Road Gulf Breeze, FL 32563

Light meal provided FREE beginning at 5:30 p.m. Child Care Provided FREE on-site

Reservations requested at 850-432-1475. NEXT Meeting is March 27<sup>th</sup>.

### **DAY ON THE GO PROGRAM ~ COAWFLA ADULT DAY HEALTH CARE CENTER**

The Day on the Go Program is for higher functioning participants who, with supervision, are able and interested in getting out and attending area attractions and events. The schedule is from 9:00 a.m. until 4:00 p.m. to allow for a full day of activity for participants as well as respite for Caregivers.

#### **UPCOMING OUTINGS**

Friday, March 16 Eglin Air Force Museum

Friday, March 30 Navarre Butterfly House

Each Day on the Go includes breakfast, exercise and an outing with lunch. Cost is \$65. To learn more or to make reservations, call 850-266-2503.

### **RELATIVES AS PARENTS PROGRAM (RAPP) SUPPORT GROUP THROUGH FAMILIES COUNT**

Meetings are Every Two Weeks Wednesdays 6 to 7

Location: Families Count Building at 5139 Elmira Street, Milton, FL

For More Information call: Beth Maroon 850-529-8536

Non-Relatives raising children are welcome as well!

### **COMMUNITY CONNECTIONS / ACTIVITIES**

Cantonment Village Area Community Meeting ~ Tuesday, March 13<sup>th</sup> ~ 6:00 p.m.

LOCATION of Meeting: First Baptist Church of Cantonment, 118 Morris Avenue

TOPIC: Residential Community "Clean Sweep" Trash Drive for Monday, March 19, 2012 from 7 a.m. to 12:00 noon

Separate debris before placing on rights-of-way as follows:

Yard Debris (bagged leaves)

Tires (max of 4)

Household Hazardous Waste (paint, oil, chemicals, etc.)

Construction Debris

Appliances

Furniture

Other Miscellaneous

Applies only to residents/owners notified by mail of the designated area

FOR MORE INFORMATION or assistance in moving debris Contact Linda Turner at 850-595-1829.

### **SAVE 75% OFF HURRICANE MITIGATION FOR YOUR HOME. APPLY NOW!**

#### **LIMITED TIME OFFER**

<http://www.rebuildnwf.org/>

#### **STRENGTHENING HOMES ACROSS THE GULF COAST**

Rebuild Northwest Florida's *Residential Hurricane Mitigation Program* provides homeowners in Escambia and Santa Rosa Counties with assistance to fortify their homes against hurricane

force winds. **Successful applicants receive FEMA funding for 75% of the cost of improvements** and the homeowner covers the remaining 25%. (*There is no income or home value criteria to participate in the program.*)

REBUILD Northwest Florida is a not-for-profit 501(c)(3) organization that was established in 2004 by a group of individuals to help the community recover from Hurricane Ivan. The organization continues to strengthen Gulf Coast communities by helping to fortify homes against the threat of hurricane storm damage.

#### ***BENEFITS OF HURRICANE MITIGATION***

- A safer home for your family
- Possible discounts on windstorm insurance
- Reducing property loss due to wind damage
- Less likelihood of being displaced after a storm

#### **GIVE KIDS A SMILE 2012 SPONSORED BY: ESCAROSA DENTAL SOCIETY & PENSACOLA STATE COLLEGE**

What? FREE Dental Day for underserved children in Escambia and Santa Rosa Counties

Who? For children, ages 4-18, who cannot otherwise afford dental treatment

When? Voluntary Pre-Screening - Friday, March 30, 2012 - 12pm -4:30pm

\*\*\*Being pre-screened may significantly cut down your wait time for Saturday\*\*\*

Give Kids A Smile – Saturday, March 31, 2012 - 8am-4pm

\*\*\*First come, first served for both days\*\*\*

Where? Pensacola State College Warrington Campus

5555 West Hwy 98, Pensacola ECAT will be providing free rides to the Pensacola State College campus for patients and their families on Saturday, March 31st.

For more information please contact:

Amy Smith, GKAS Day Coordinator 478-8844 [amy@shehee.com](mailto:amy@shehee.com)

#### **Advanced Dental Concepts Is Hosting a Free Day of Dentistry with Dentistry From The Heart**

Dr. Noel Spurlock, Dr. Forrest Faulkner and Dr. Ed Faulkner are out to change lives by offering free smiles to anyone who needs dental work, as they host the latest event for Dentistry From The Heart.

Dentistry From The Heart (DFTH) began in 2001 as one man's charitable act for the Tampa Bay community. In the years since, it has grown steadily, and is now hosted by dental offices across the country. This past year, Dentistry From The Heart took its potential to a new level, becoming an officially registered national non-profit organization. DFTH has now helped over 5,000 people and given away over one million dollars of free dental work. For more information,

visit [www.dentistryfromtheheart.org](http://www.dentistryfromtheheart.org).

"Now more than ever, I know there are people out there that need my services, but have no means to afford them-whether they're out of a job, or just don't have dental insurance. This Dentistry From the Heart event is my way of giving back to the community, and being there for the people who are in need of dental work," said Dr. Spurlock.

The event will take place on Friday, April 20th 2012 at Advanced Dental Concepts in Pace, FL 32571. Starting at 8am, Dr.'s Spurlock, Faulkner and Faulkner and their volunteers will treat the first 150 patients, or however many they can service by 4pm. We will be providing free fillings,



extractions, and cleanings on a first come, first serve basis. Must be over 18 years of age or older. 850-994-8185

**Added note: This is a first come, first serve (ie; first 150 patients).  
Some individuals have been known to wait from the evening before.**

Location: Hwy 90 - Off of Sports Drive; East end of Grocery Outlet building- across the street from Bowen Sporting Goods / SS Dixon play ground.

### **RICHARD BRANSON ON DISASTER PLANNING**

**The celebrated entrepreneur shares advice on preparing your business to deal with an emergency.** <http://www.entrepreneur.com/article/219661>

One thing is certain in business: things will go wrong. So when you first start a business, one of your priorities should be emergency planning.

Put a disaster plan in place that fits your situation-- in case supply lines are cut, a hurricane hits, or other natural catastrophe looms -- because if disaster strikes, a lot of people will look to you for answers.

On Feb. 23, 2007, at around 8.15 p.m., one of Virgin Trains' new Pendolino tilting trains jumped over a set of points in Cumbria in the northwest of England, on a remote part of the West Coast Main Line. Margaret Masson, an elderly woman traveling to her home in Cardonald, was thrown around in the coach as the train careened down a steep embankment.

For 10 years, Virgin Trains had been safely carrying millions of passengers. That night, life changed for all of us at Virgin. Margaret Masson was dead. Several others were seriously hurt. I was on a ski trip in Zermatt, Switzerland, when I received a text message about the rail accident. I hired a car and drove through the night to Zurich, where I got the first flight out at 6.30 a.m.

When I arrived in Manchester, the BBC was reporting that the train was intact, and that had helped to save many lives. That was heartening: all our new trains had been built like tanks for this very reason. A later report confirmed a track failure was responsible for the accident. I met Margaret Masson's family at the Royal Preston Hospital in Lancashire. I offered them my condolences. We found ourselves hugging each other.

Soon I was facing television cameras and journalists who wanted answers. I thought I was going to choke up. I came close, but kept it together and stuck to the facts as we knew them. I expressed my gratitude to the train operator, Iain Black, who did everything he could to save his passengers, and in the process sustained serious injuries. Our other employees on board had all behaved in an exemplary fashion, ignoring their own minor injuries to lead customers to safety.

Why were we able to react so quickly? When Virgin Trains was putting its emergency procedures in place, we had analyzed a number of serious rail incidents, and had been appalled by the length of time it took before anyone in charge spoke to the press. Confusion and blame set in quickly as anxious people waited to find out what happened and why.

So our disaster planning had prepared us to accomplish three main goals: get to the scene fast; be efficient in dealing with the passengers, staff and media; and be honest about what was happening. We knew those first steps would get communications established so that everyone - passengers, staff, the media -- would obtain the information they needed.

Beyond disasters and accidents, as you forge ahead, it's inevitable that you and your team will make mistakes. It is important to recognize this and ensure everyone in the company is prepared.

Which brings me to the difficult balance that all entrepreneurs and CEOs need to learn how to maintain: always protect your reputation, yet don't be afraid of making mistakes. These rules ought not to contradict each other, but they often do. I've known plenty of talented and trustworthy people whose careers have been damaged by past errors, and who have suffered professionally as a result. If you or someone in your company has made a serious mistake, don't be afraid to ask the senior figures in your circle for advice and help. Distinguished people are often generous and understanding, to a fault. They've been through the mill; they know what life is like. They will advocate for you, and their reputations will help yours to recover.

Investigate the matter thoroughly; if you can, try to pinpoint where your internal processes failed. During this period, do not keep your head down -- that will do you no good. Instead, communicate openly with the press and keep them up to date. Next, apologize. Explain what happened, express your regret, and describe what steps you have taken to correct the situation. Eventually people will realize that yours is a company that knows how to deal with its problems, and then you will have their trust.

### **OPRYPROMISE COMING SOON!**

***A Toe-Tapin', Foot-Stompin' Evenin' Presented by Family Promise of Santa Rosa***

APRIL 12, 2012

5:30 PM - 9:00 PM

CHUMUCKLA'S FARMERS' OPRY

8897 BYROM CAMPBELL RD

PACE, FL 32571

\$25 a ticket, 50/50 drawing, best lookin cowboy/cowgirl competition, auctions and more!

**For Tickets or More Information Call (850) 623-5300**

### **14<sup>TH</sup> ANNUAL SENIOR EXPO & HEALTH FAIR CORRECTED DATE**

14<sup>th</sup> Annual Santa Rosa Medical Center and RSVP Senior Expo and Health Fair

Thursday, **March 15<sup>th</sup>**

8 AM until 1 PM

Milton Community Center

5629 Byrom Street, Milton

Santa Rosa County has vast resources for its seniors. This is an excellent opportunity to take advantage of the free health screenings offered by Santa Rosa Medical Center, and visit with participating vendors. More than fifty organizations ranging from fitness to financial institutions will be on hand.

Door prizes will be awarded every 20 minutes, and there will also be a silent auction. The following are some of the health screenings being offered: blood glucose, blood pressure, pulmonary function testing, cholesterol and PSA. Please join Santa Rosa Medical Center and RSVP for a day of health, learning, food and fun! If you're interested in being a vendor please contact RSVP at 850-983-5220.

### **KEEP YOUR IDENTITY SAFE DURING TAX SEASON**

Tax season has arrived and many consumers are preparing to file their returns with the Internal Revenue Service (IRS). In addition to preparing returns carefully, taxpayers should be aware of scams using the IRS name and logo to gain access to personal or financial information that can be used to commit identity theft and/or steal assets. These scams frequently utilize phishing, a tactic where an email or website entices consumers to provide detailed personal or financial information, such as the consumer's name, Social Security number or date of birth. Identity theft occurs when scammers use this information to empty bank accounts, use credit cards or obtain credit in the consumers name.

In the past, scammers have used form numbers that resemble legitimate IRS forms, text from the IRS website, the IRS logo and/or the names of actual IRS employees and organizations. Several scams claimed that the recipient was either eligible for a refund or was under investigation. In one version of the scam, emails contained attachments or links that downloaded a virus onto the recipient's computer. The virus allowed scammers to extract personal or financial information from the computer that allowed scammers to access personal accounts. Taxpayers who receive suspicious emails can forward them to the IRS at [phishing@irs.gov](mailto:phishing@irs.gov). The IRS is able to use the information in the email to trace the company hosting the email account and alert authorities to shut down the scam.

For suspicious letters or notices received in the mail, contact the IRS to determine if the letter is legitimate. If you receive a suspicious phone call, request the caller's phone number and employee badge number. Visit [www.irs.gov/contact](http://www.irs.gov/contact) to locate the phone number of your local IRS office or call 800-829-1040 to find out if the caller is a legitimate IRS employee. If the letter, phone call or email is not legitimate, contact the Treasury Inspector General for Tax Administration at 800-366-4484 or at [www.treasury.gov/tigta](http://www.treasury.gov/tigta).

### Things to Remember

- The only genuine IRS website is [www.irs.gov](http://www.irs.gov).
- The IRS does not contact consumers by email to request detailed personal financial information.
- The IRS will never ask for your Personal Identification Number (PIN) or passwords for credit cards or other financial accounts
- A tax refund can only be obtained through filing your tax return.

### Refund Anticipation Loans (RALs)

RALs are short-term bank loans (usually one to two weeks) that are secured by a taxpayer's anticipated tax refund from the IRS. While not a scam, RALs are expensive, costing anywhere from 50 percent to over 500 percent APR depending on the amount of the loan. In 2010, about 6.85 million consumers applied for a RAL for their 2009 refund. Currently there are few lenders who still offer RALs, but it appears some non-bank lenders may intend to offer RALs in the future. Fortunately, there are lower cost or free ways for taxpayers to get their refunds quickly.

- A taxpayer who e-files and has a bank account will typically receive their refund in eight to 15 days.
- Taxpayers without a bank account can e-file and have the refund placed on a prepaid card.
- Low to moderate income taxpayers or individuals age 60 or over can visit a VITA/TCE site and receive free tax preparation assistance. Call 800-906-9887 to locate the nearest VITA/TCE site.

***For additional information, contact the Florida Department of Agriculture and Consumer Services at [www.800helpfla.com](http://www.800helpfla.com) or by calling 1-800-HELP-FLA (435-7352) within Florida, 1-800-FL-AYUDA (352-9832) en Español or (850) 410-3800 from outside of Florida.***

### **HOLD THE DATE**

FavorHouse will honor survivors of domestic violence at our annual White Rose Luncheon  
@ **Sanders Beach-Corinne Jones Community Center**  
**May 17, 2012 11:30 AM – 1:00 PM**  
Guest Speaker Leslie Morgan Steiner [lesliemorgansteiner.com](http://lesliemorgansteiner.com)

### **MARCH IS RED CROSS MONTH!**

*Here are a few highlights!*

#### **Blue Angel Music Group Grand Opening**

Sat. March 3rd, 10am-6pm

Instrument Charity Raffle to benefit American Red Cross of NWFL

#### **The Cutting Board**

4474 Woodbine Rd, Pace

Heroes campaign during the month of March. \$2 will be donated to the Red Cross every time you enjoy a Cutting Board Signature menu item.

[www.TheCuttingBoardPace.com](http://www.TheCuttingBoardPace.com)

**CPR Saturday** - Details coming soon!

If you would like to get involved during Red Cross month email [ladonna.spivey@redcross.org](mailto:ladonna.spivey@redcross.org).

### **REGISTRATION OPEN FOR BASS TOURNAMENT, \$3,000 TO WINNER**

**When:** Saturday, April 14th

**Where:** Carpenter's Park - Milton, FL

**Prizes:** Grand prize \$3,000, payout to the top 10 places

**Cost:** Event is Free & Open to Public

**Registration:** \$110, per boat (one or 2 person teams)

**Timeline:** 3am - Boat Check-in 6am - Tournament Begins 3pm - Weigh in Begins 4:30pm - Awards

**Additional Info:** This tournament benefits United Way of Santa Rosa County and is hosted by United Way and the 3 Rivers Bass Club. Fishermen and women will fish the Blackwater River and adjoining waters for bass to win the grand prize of \$3,000. The event will feature delicious food, music, door prizes for tournament participants and a 50/50 cash drawing.

**Register at United Way Santa Rosa** (6479-A Caroline St. Milton, FL 32570)

[Click here for rules & registration.](#)

### **LOCAL PHYSICIAN WILL SEE PATIENTS AT SRCHD MIDWAY CLINIC**

#### **Community partnership will bring additional services to the Midway area**

The Santa Rosa County Health Department is pleased to welcome community partner, Dr. John W. Ervin, to its satellite clinic at 5840 Gulf Breeze Parkway in Midway. In addition to services such as pregnancy testing, Healthy Start case management, and Medicaid eligibility, currently offered by the health department, Dr. Ervin, a specialist in OB/GYN, will offer pre-natal care for pregnant women on Friday mornings from 9:00 a.m. to Noon, beginning February 24. Appointments will be required, and Medicaid and private insurance will be accepted.

"We are so pleased to have the opportunity to partner with Dr. Ervin to bring pre-natal services to our Midway Clinic," said Sandra L. Park-O'Hara, A.R.N.P., administrator of the Santa Rosa County Health Department. "This will provide patients in the Gulf Breeze and Navarre areas with additional resources for pre-natal care."

For more information, or to make an appointment, contact Dr. Ervin's private practice, The Center for Total Women's Health, in Milton at 850-983-9600. For information about other services available at The Center for Total Women's Health, visit their website, [www.cftwh.com](http://www.cftwh.com). For information on pregnancy testing and Healthy Start services, contact the Santa Rosa County Health Department at 850-983-5200, ext. 107, or visit our website at [healthysantarosa.com](http://healthysantarosa.com).

### **FREE PROGRAM FOR DISCOUNTED DRUGS**

Free FamilyWize Prescription Discount Cards available at the United Way office (6479-A Caroline St. in Milton).

FamilyWize cards can reduce prescription drug costs by an average of 35%. There is no income criteria for this program and it is open to anyone.

Cards are available to:

- Anyone who does not currently have health insurance
- Anyone who does not have prescription coverage

Anyone who is purchasing a medication not covered by their insurance

### **FACEBOOK**

SAFER is on Facebook, find us, and become our friend ;- ) We are up to 330 people! Invite friends. **Let's keep growing this communications venue. Invite other Santa Rosans to participate.** Invite your Santa Rosa friends to join you on the SAFER Facebook page.



Use of barricades policy: Free to parades in Santa Rosa County that are sponsored by a chambers or government entities (Christmas parades, Mardi Gras, 4<sup>th</sup> of July etc...) that are free and open to the public, with the understanding that the user is responsible for transportation of barricades, AND banners advertizing sponsors MUST be put on barricades. Others wanting to

use the barricades must provide transportation and rent barricades at a cost of \$5 per barricade. Additional fees may be applicable if barricades are not returned within 7 days of pick up/delivery. Barricades will cost \$8 each if delivery is required. Average rental price for barricades is \$9-\$13 each through other vendors. SAFER barricades are a bargain.

## **OPPORTUNITIES**

There is no better exercise for your heart, than reaching down and helping to lift someone up. - *Bernard Meltzer*

### **LOCAL TRAINING OPPORTUNITIES**

Visit the state training web page to see all the Florida Division of Emergency Management sponsored training in the state. On this site you will learn what training is offered, where it will be conducted, how long the training will last, who the point of contact for the training is, and any other special considerations like prerequisites for the course. Remember when you are looking for classes, we are in region 1. Go to the following web page  
<http://www.floridadisaster.org/TrainingCalendar/index.asp>

### **REGISTRATION IS OPEN FOR FREE ONLINE PUBLIC HEALTH TRAININGS!**

The Center for Leadership in Public Health Practice is now offering online courses in 2012. Please refer to the attached flyer or below for more information about our free online trainings. Available Online Courses:

**Assuring Cultural Competence in Disaster Response (1.5 hours)** Designed to prepare public health professionals to offer culturally competent disaster interventions to survivors, witnesses, and responders of bioterrorism and other major public health threats and disasters.

**Understanding Compassion Fatigue (1 hour)** Designed to help public health workers combat the potential adverse psychological effects of performing their functional roles and responsibilities in bioterrorism preparedness, response and recovery.

**Basic Epidemiology (4 hours)** Developed to increase the awareness of public health workers who may be deployed on Field Epidemiology strike teams in order to assist in disaster investigations during surge capacity.

**FAST Foundations (4 hours)** Training in the foundational knowledge necessary to effectively deliver Psychological First Aid (PFA) to children, adolescents, adults and families in the immediate aftermath of a disaster.

**Healthy Water (4 hours)** Designed to help environmental health professionals and their community partners in healthcare and education understand the risks of waterborne diseases and disease transmission related to public swimming pools, spas and water parks.

**SMART (2 hours)** Developed to provide disaster response workers with an awareness of stress and stressors associated with disasters and disaster response work, as well as promote strategies to help response workers manage stress.

**Public Health Systems, Services, and Practice: Infrastructure and Functions (1 hour)** Developed to address the role of the public health system within the local, state, and national infrastructure and the social, political, and economic factors that impact an organization's functions.

**The Art and Science of Ethical and Effective Public Health Leadership (1 hour)** Developed to review the leader's role in creating and maintaining a shared public health vision to guide practice and community action and describes the leader's role in creating an organizational culture that incorporates ethical standards of public health practice.

**Public Health Performance Improvement: Programs and Processes (1 hour)**



Developed to address the performance improvement, quality improvement, and performance standards of the public health system and public health agencies. Designed to help participants identify and describe national, state, and local processes in order to effectively measure, report, and improve public health organizational performance.

### **PER 212 OPERATIONAL LEVEL RESPONSE TO HAZMAT/WMD INCIDENTS**

This course focuses on the unique personal protection challenges that responders face during a WMD or terrorist incident. Upon successful course completion, participants will be able to respond to a WMD/terrorism incident in a defensive mode and preclude the spread of a CBRNE hazard to the public and the environment. Major course topics include: assessing CBRNE hazards, predicting the likely behavior of CBRNE materials, effectively operating and communicating in a unified command structure of ICS, determining detection equipment and personal protection equipment (PPE) needs, performing emergency decontamination, and identifying defensive strategies for a CBRNE incident. This course provides the knowledge and skills needed to obtain certification through NPQS (ProBoard) at the hazardous materials Operations level (NFPA 472). The course is delivered using lectures, interactive participant activities, performance-oriented skills stations, small group discussions, multimedia scenarios, and an end-of-course written and skills examinations.

Free Pro Board Testing will be offered with this course.  
This training is recommended for all First Responders

Pace Fire Department  
4773 Pace Patriot Blvd  
Pace 32571  
Santa Rosa County  
Area 1

Friday, June 22, 2012 at 6:00 p.m. - Sunday, June 24 at 6:00 p.m.

**Please register online at:**

**<http://www.floridadisaster.org/TrainingCalendar/moreinfo.asp?id=2673>**

### **L-428 CERT TRAIN-THE-TRAINER ANNOUNCEMENT**

This Workshop will deliver the CERT L-428 Train-the-Trainer Course in Orlando, Florida. Hotel accommodations are included and there is no registration fee associated with this workshop.

Date: March 26-30, 2012

Time: Registration begins at 3:30 PM on March 26, 2012

Training will commence at 8:30 AM - 4:30PM on March 27-29, 2012

Citizen Corps Instructor Standards begins at 9:00 AM – 12:00 PM on March 30, 2012,

Location: International Palms Resort 6515 International Drive. Orlando, FL 32819

Register: **<http://www.floridadisaster.org/trainingcalendar/moreinfo.asp?id=2681>**

If you plan to attend, please register online **NO LATER THAN** Wednesday, March 21, 2012.

### **MEDICAL PREPAREDNESS AND RESPONSE TO BOMBING INCIDENTS**

As promised, here is the MGT 348 Flyer. The dates are not posted on this flyer but here are the details.

Location: Santa Rosa EOC

Dates: November 28<sup>th</sup> and 29<sup>th</sup>

Time: tentative 8:00-5:00

Total time: 18 hours

CEU for Nurses and Physicians: 1.6

Register online at: **<http://www.floridadisaster.org/TrainingCalendar/index.asp>**



## **IS-909 - COMMUNITY PREPAREDNESS: IMPLEMENTING SIMPLE ACTIVITIES FOR EVERYONE**

<http://training.fema.gov/EMIWeb/IS/is909.asp>

### **Course Description**

Community members are the key to our Nation's preparedness and resilience. As such, we need to:

- Support the development of prepared, vigilant, and engaged communities.
- Foster strategic partnerships among:
  - The private sector.
  - Nongovernmental organizations.
  - Foundations.
  - Community-based organizations.

The purpose of this course is to present a model program for community preparedness. In addition, resources materials are available to help organizations conduct simple preparedness activities for everyone.

### **Course Objectives**

By the end of this course, participants will be able to:

- Identify the definition of preparedness.
- Describe the role of individuals and households in preparedness.
- Identify community preparedness principles.
- Describe the purpose of community-based preparedness activities.
- Identify the steps for planning and conducting a community-based preparedness program.
- Identify resources for supporting community-based preparedness programs.

### **Primary Audience**

Whole community including emergency management personnel and representatives of faith-based and nonprofit organizations.

## **IS-660 - INTRODUCTION TO PUBLIC-PRIVATE PARTNERSHIPS**

<http://training.fema.gov/EMIWeb/IS/is660.asp>

### **NEWS (blue is new)**

Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it's the only thing that ever has. --Margaret Mead

Disaster volunteers, please curb your enthusiasm!

<http://usnews.msnbc.msn.com/news/2012/03/05/10585734-disaster-volunteers-please-curb-your-enthusiasm>

NOAA's NWS Predicts Tragic Tornado Outbreak Three Days in Advance

<http://www.commerce.gov/blog/2012/03/08/noaas-nws-predicts-tragic-tornado-outbreak-three-days-advance>

Businesses fight to reopen in tornado-stricken states

<http://www.usatoday.com/news/nation/story/2012-03-05/tornado-cleanup-indiana-kentucky/53375734/1>

Red Cross Launches Social Media Disaster Response Center

<http://mashable.com/2012/03/07/red-cross-digital-operations-center/>

CDC: New, Potentially Dangerous Strain of Flu Discovered in Guatemala

<http://www.hstoday.us/industry-news/general/single-article/cdc-new-potentially-dangerous-strain-of-flu-discovered-in-guatemala/864881faeb390202fe7f8298c0814e0a.html>

Huge asteroid hurtling towards Earth will fly past our planet so close it will go UNDER many man-made satellites

<http://www.dailymail.co.uk/sciencetech/article-2110396/Asteroid-2012-DA14-NOT-hit-Earth-year-says-astronomer.html>

Florida Division of Emergency Management, 2011 Annual Report

<http://www.floridadisaster.org/documents/2011AR.pdf>

Mark Cooper and Wal-Mart Help Foster Resilient Communities

<http://www.emergencymgmt.com/disaster/Mark-Cooper-Wal-Mart-Help-Foster-Resilient-Communities.html>

Opportunity Knocking: Coordinate With Nontraditional Organizations

<http://www.emergencymgmt.com/disaster/Coordinate-Nontraditional-Response-Organizations-Opinion.html>

Disaster Message Board lets Facebook users mark themselves safe during emergencies

<http://www.theverge.com/2012/2/28/2831269/facebook-japan-disaster-message-board>

Bird Flu, Swine Flu ... and Now Bat Flu?

<http://news.yahoo.com/bird-flu-swine-flu-now-bat-flu-002002118.html>

NFPA E-ACCESS (PEOPLE WITH DISABILITIES) NEWSLETTER

[http://www.nfpa.org/itemDetail.asp?categoryID=1621&itemID=43589&URL=News&Publications/E-newsletters/e-ACCESS\(peoplewithdisabilities\)&order\\_src=C320&cookie%5Ftest=1](http://www.nfpa.org/itemDetail.asp?categoryID=1621&itemID=43589&URL=News&Publications/E-newsletters/e-ACCESS(peoplewithdisabilities)&order_src=C320&cookie%5Ftest=1)

When Flu Pandemics Hit, Closing Schools Can Slow Spread

<http://www.npr.org/blogs/health/2012/02/07/146513894/when-flu-pandemics-hit-closing-schools-can-slow-spread>

Even a Less-Deadly H5N1 Bird Flu Could Be Extremely Dangerous

[http://blogs.scientificamerican.com/observations/2012/02/23/h5n1-bird-flu-still-dangerous/?WT.mc\\_id=SA\\_Facebook](http://blogs.scientificamerican.com/observations/2012/02/23/h5n1-bird-flu-still-dangerous/?WT.mc_id=SA_Facebook)

FEMA Administrator Craig Fugate Shares 3 Lessons from 2011

<http://www.emergencymgmt.com/disaster/FEMA-Craig-Fugate-3-Lessons-2011.html>

Work with Private Sector, Plan for the Worst, Says FEMA Administrator

<http://www.emergencymgmt.com/disaster/Work-With-Private-Sector-Plan-for-the-Worst-Says-FEMA-Administrator.html>

Why You Should Practice Emergency Preparedness with Your Kids

[http://www.huffingtonpost.com/dr-g/why-you-should-practice-e\\_b\\_1197614.html](http://www.huffingtonpost.com/dr-g/why-you-should-practice-e_b_1197614.html)

A Culture of Planning: How to Know if the Shoe Fits

<http://www.emergencymgmt.com/training/Culture-of-Planning-10-Characteristics.html>

WHO, Psychological First Aid: Guide for Field Workers

[http://whqlibdoc.who.int/publications/2011/9789241548205\\_eng.pdf](http://whqlibdoc.who.int/publications/2011/9789241548205_eng.pdf)

Social Media for Emergency Managers Can't Start When the Emergency Does

[http://www.nextgov.com/nextgov/ng\\_20111110\\_4195.php](http://www.nextgov.com/nextgov/ng_20111110_4195.php)

*Social Media 4 Emergency Management, the Brick Walls*

<http://www.sm4em.org/2011/11/the-brick-walls/>